

# GreenCOM Update

A quarterly report from USAID's Environmental Education & Communication Project ♦ December 1997

## Community Video in Nepal

Community video is a technology that can assist community members in increasing their knowledge and understanding of forestry and conservation practices in a participatory manner. Mobile video systems are used to show videos on community forestry to villagers in remote areas. The activity hopes to promote and strengthen community forestry among villagers as well as increase local participation in policy decisions and forest management. The participatory and enjoyable nature of the activity are able to sustain motivation and interest.

Community video is currently being used in Nepal by GreenCOM's Environmental Forestry Enterprise Activity (EFEA) Project and its partners World Wildlife Fund (WWF), Biodiversity Support Program (BSP), and CARE. Country Coordinator Krishna Gautum and Community Video Specialist Kedar Sharma spent much of the past few months forging mountain passes and streams with mobile video presentation systems and a library of previously produced videos on community forestry. The videos shown touched on such themes as the political nature of deforestation, conservation practices, alternative income generation, slash and burn cultivation, and community forestry.

A guide on community video developed by Pam Brooke was fieldtested and successful training sessions on the use of mobile video equipment were held. Gautum and Sharma helped Himalaya Films draft the first computerized video presentation for the first of two community-government fora and the first of two forestry sector coordinating committee meetings. Despite the collapse of the government in the fall, Gautam and Sharma negotiated approval from new officials to hold the meetings in January and February 1998. After a month in Kathmandu, Sharma returned to the field along with Himalaya Films to help villagers produce video letters for presentation at the first forum and to begin production of the first of two professional GreenCOM videos on community forestry. Technical Team Leader Andy Manzardo returned to Nepal in December to help GreenCOM/Nepal finish deliverables for the meeting.



Photo by Kedar Sharma

*Watching videos on forest management as part of GreenCOM's mobile video presentation*

## Regional Awareness Campaign: Water Conservation Practices

In late October, GreenCOM received word from the US Department of State that it could begin preparing for a technical experts workshop of the Multilateral Working Group on Water Resources (MWGWR) of the Middle East Peace Process (MEPP). The meeting, postponed several times because of delays in the Peace Process, is scheduled for March 1998, after the Muslim holy month of Ramadan. Participants will develop national level and regional communication campaign strategies on best

domestic water practices for implementation over the next year. GreenCOM's research staff has been busy analyzing data from omnibus surveys and processing final reports on the best domestic water conservation practices from Egypt, Israel, Jordan, Morocco, Oman, and the West Bank/Gaza.

### Lebanon

GreenCOM specialists Drs. Mona Habib and Mohammed Khawlie were asked to manage a participatory exercise for a rural environmental assessment in support of USAID/Lebanon's PVO initiative. Dr. Habib, a participatory trainer, and Dr. Khawlie, an environmental engineer, developed a participatory workshop to



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train PVO staff in the tools and methodologies needed to complete a participatory “Environmental Impact Assessment”. The tools are to be used to measure the potential impact of infrastructure projects which the PVOs will be implementing with USAID funding.

Nineteen representatives from five PVOs attended the workshop in Beirut. The participants developed a draft tool kit and manual which was field-tested during November and December. Mona Grieser, GreenCOM Senior EE&C Specialist, co-facilitated the workshop.

## **Jordan/GLOBE**

Khulood Tubaishat, GreenCOM Jordan/GLOBE consultant, and Raouf Dabbas, President of the Friends of the Environment Society (FOES) in Amman, Jordan attended a GLOBE training workshop in Miami, Florida from November 16-21. The workshop was a comprehensive training session for trainers who will work internationally with teachers and students on the GLOBE program. Currently, six schools in Jordan are equipped with computers and equipment to participate in the GLOBE program.

## **Nicaragua**

In early November, GreenCOM coordinated the final workshop in its year-long series of environmental interpretation training activities. Dr. Sam Ham and Natalia Zamora of Costa Rica’s National Biodiversity Institute led sessions on the development of interpre-

tive materials for protected areas. In the months following the July workshop, GreenCOM provided the participants with guidance on the development and validation of specific messages for their respective protected areas. During the November training activity, the trainers focused on designing materials appropriate for the audiences and messages selected and tested by the participants. In addition, introductory sessions on graphic design and materials production were facilitated by local specialists.

A study tour through which 10 Nicaraguans will visit the University of Idaho and the Northwest United States to view different applications of environmental interpretation in protected areas is being planned. The group will also travel to El Salvador to meet with a group of Salvadoran colleagues trained in a similar study tour conducted by GreenCOM/El Salvador. GreenCOM assisted in selection of the participants and in development of the US, El Salvador, and Nicaraguan portions of the training activity. The goal of the activity is to create a “core” group of environmental communication professionals who are able to work together across institutions to improve management of protected areas. This training is being funded through the Nicaragua Development Training Program (DTP), and coordinated by the University of Idaho and GreenCOM/El Salvador.

GreenCOM/Nicaragua continues to work on the development and design of EE&C materials in support of protected areas. A poster on awareness of the closed season on turtle egg collection for the La Flor Region was produced, and a series of brochures, posters, and a promotional guide are underway for the eight protected areas identified as priority sites by MARENA.

## **El Salvador**

GreenCOM coordinated the formal presentation of the National Environmental Education Policy in late November. More than 400 attendees representing environmental NGOs, the media, government agencies, and private industry participated in the event. The President of El Salvador and the Minister of the Environment were among the attendees. The proposed guidelines for formal, informal, and nonformal environmental education were presented by representatives of the Ministry of Education, the National University of El Salvador (UNES), the mass media, and prominent NGOs.



*Photo by Jerry Bauer*

*Turtle in La Flor Wildlife Refuge*

The recommended policy guidelines were developed and validated by GreenCOM and the technical staff of the numerous local institutions working to promote environmental awareness and responsibility in El Salvador.

## **Egypt III**

Most of GreenCOM's fall activities in Egypt focused on research. Applied Communication Research Specialist Louise Kemprecos spent most of September in-country to help Chief of Party Cheryl Groff and other project staff prepare baseline and formative research studies. GreenCOM contracted MEMRB to conduct an omnibus survey of urban and rural men and women from all social classes and geographic regions of Egypt. Kemprecos and Groff formulated questions to assess knowledge, attitudes, and, to the extent possible, behaviors (KAB) of the general public concerning water conservation and pollution prevention. GreenCOM and Egypt's Water Communication Unit (WCU) will use the results to design effective communications interventions.

In October, Kemprecos worked with the WCU to survey 183 field engineers. WCU organized and facilitated a multi-part team workshop to explore and define "ideal behaviors" for Egyptian field engineers. Thirty professionals attended, including senior ministry officials and seven engineers. The meeting revealed over 20 "ideal behaviors," which were used by the WCU and Kemprecos to draft a questionnaire on field engineers' KAB. After pretests and revisions, Kemprecos trained eight WCU members through role play.

Late in the quarter, GreenCOM/Egypt disseminated a request for proposal (RFP) to locate a research firm to design, implement, and analyze a nationally representative survey of farmers. GreenCOM hopes to obtain baseline measures of male and female farmers' and farmers' wives' KAB to help the WCU create appropriate communications campaigns. Helping the WCU become the conduit for farmer and field engineer concerns to inform policymakers and the dissemination of information to the field are the major goals of GreenCOM/Egypt.

## **Russia/GLOBE**

Atmospheric conditions continued to be measured by students in five Perm schools as part of the

GLOBE initiative. In schools that have received new measuring equipment, students have begun to study new procedures to measure maximum and minimum air temperature, structures and moisture of soil, and alkalinity, conductivity, and dissolved oxygen in water. The regional coordinator, Victor Misenzhnikov, is providing assistance and advice to the teachers through the Center of Ecological Education.

In early October, the national GLOBE coordinator, Karina Butjagina, sent the GPS receiver and the schools began to measure the exact geographical coordinates of each school and their land cover sites.

Significant efforts resulted in the start of the GLOBE program in new schools. Negotiations began with leaders and teachers in schools throughout 10 regions of Perm. Teachers from 25 schools were chosen to participate in the program. American teaching materials were adapted to suit local conditions and were published for the teacher training which was held from September 23- 27, 1997. This was the first Globe teacher training held in the Ural region.

This training included practical fieldwork on land cover and biometric measurements. Teachers became familiar with the telecommunication facilities at the state technical university. Each teacher used the World Wide Web and sent an e-mail message. All teachers passed the check-test and received international certificates qualifying them as teachers of the GLOBE Program.

As a result of all of these activities, Perm is becoming a strong network and regional center capable of preparing teachers for the GLOBE

## **Mali**

program in this region and other territories.

Dr. Michael Midling, GreenCOM Resident Advisor, arrived at post in Bamako on September 20th and began orienting himself to environmental issues in Mali. GreenCOM/Mali has two broad areas of intervention. The first area of intervention is the formal system; GreenCOM will assist the Ministry of Basic Education in expanding the coverage of Environmental Education (EE) materials to an additional 400 primary schools. The second broad area of coverage involves reaching communities and the large percentage of Malian youth who are not in the formal system with appropriate EE messages.



GreenCOM will work through existing PVOs and their national NGO partners in the education system to reach community schools. It will partner with the Government to reach public schools. Dr. Midling has held several meetings with partners, supported a Peace Corps Training for new Peace Corps Volunteers working in Environmental Education, and served as a resource person for a teacher training activity under a CILSS-funded initiative in Environmental Education, the *Programme de Formation et Information dans l'Environnement*.

## Home Office News

GreenCOM bid a fond farewell to Resource Center Director, Martha Monroe. Martha has accepted a position as Assistant Professor of Environmental Education at the University of Florida, Gainesville, Florida. GreenCOM welcomes staff members Reva Schwartz, Mary Bridget (Bridge) O'Keefe and Peter Spain. Reva who previously worked as a webpage development consultant will work as a Research Analyst on GreenCOM. Bridge comes to GreenCOM from AED's International Education and Exchange Program's Division where she administered USIA International Visitor Projects. In her new position on GreenCOM Bridge will serve as Program Associate for Administration. Peter

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Spain will serve as Administrative Director of GreenCOM. Peter holds a Ph.D. in Communication and has more than 25 years of development experience. Most recently Peter served as Deputy Director of AED's SARA Project.

## Visitors

Visitors welcomed by GreenCOM this quarter include: Carlette Falloon from Jamaica, who participated in the North American Association for Environmental Education's International Course, Miranda Lutyens of the Institute for Soviet-American Relations, Sabiha Daudi of Ohio State University, and Pranab Pal from the Wildlife Institute of India.

Amanda Alter and Paulina Espinosa met with Indira Sandilya, Communication Coordinator for Conservation International in the Philippines.

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